

HIGH DESERT BROADCASTING LLC

KCEL 96.1 FM KGMX 106.3 FM KKZQ 100.1 FM KLKX 93.5 FM KMVE 106.9 FM KOSS 1380 AM KUTY 1470 AM



Annual EEO Public File Report Year 2009

This annual EEO public file report for High Desert Broadcasting LLC (“High Desert”) covers recruitment and hiring for the broadcasting stations listed below of the period of August 01, 2008 through July 31, 2009.

Call Sign	Station ID	City of License
KUTY-AM	22011	Palmdale, CA
KLKX-FM	70879	Rosamond, CA
KOSS-AM	19702	Lancaster, CA
KGMX-FM	19703	Lancaster, CA
KKZQ-FM	85024	Tehachapi, CA
KMVE-FM	33526	California City, CA
KCEL -FM	164156	Mojave, CA

During this reporting period High Desert filled the following one (1) full-time positions:

Account Executive

Information on the interviewees and the recruitment sources utilized to fill these positions follows. A complete list of organizations or recruitment sources used by High Desert for community outreach during reporting period in contained in Appendix A to this Report. A complete list of organizations or recruitment sources requesting notification of full-time job vacancies is contained in Appendix B. Information on the supplemental recruitment measures engaged in by High Desert during the reporting period is contained in Appendix C.

Job Title: Account Executive
 Number of Interviewees: 12
 Recruitment Source of Hiree: On Air Ad

Recruitment Sources Utilized	Number of Interviewees Recruitment Source Referred
Southern California Broadcasters Association	0
All Access Music Group	0
Employment Development Department	0
Regional Occupational Center	0
Antelope Valley Press	0
Career Builder	0
California University/Bakersfield	0
Zonta Organization	0
Hispanic Chamber of Commerce	0
Chapman University	0
High Desert Broadcasting -In House Posting & On Air	6
High Desert Broadcasting - Internet Posting	4
High Desert Broadcasting - Internal Referral	2

Community Outreach Organizations

Source: High Desert Broadcasting LLC
Contact: Marissa Garcia
Address: 570 East Avenue, Q-9 Palmdale, CA 93550
(661) 999-6700

Source: Antelope Valley Press (www.avpress.com)
Address: 37404 Sierra Highway, Palmdale, CA 93550
Contact: Cherie Bryant
(661) 267-4150

Source: www.careerbuilder.com
Address: 8420 West Bryn Mawr Avenue, Suite 1000 Chicago, IL
(773) 527-5408

Source: Cal State University Bakersfield
Address: 43909 30th Street West, Lancaster CA 93536
Contact: Sarah Forbes
(661) 952-5000

Source: Zonta Organization
Address: P.O. Box 88, Lancaster CA 93536
Contact: Jeri Darr
(661) 317-7694

Source: Hispanic Chamber of Commerce
Address: 819 East Avenue Q-9, Palmdale CA 93550
Contact: Maru Trimmer
(661) 538-0607

Source: Chapman University
Address: 40015 Sierra Highway, Suite B-160, Palmdale CA 93550
Contact: J. White
(661) 948-4141

Source: Southern California Broadcasters Association (www.scba.com)
Address: 5670 Wilshire Blvd # 1370
Contact: LaFern Watkins
(323) 904-4105

Source: All Access Music Group (www.allaccess.com)
Address: 28955 Pacific Coast Highway, Suite 210-5, Malibu CA 90265
Contact: Joel Denver
(310) 457-6616

Source: Employment Development Department
Address: 1420 West Avenue I, Lancaster CA 93534
Contact: Pete Eskis
(661) 945-5037

Source: Regional Occupational Center
Address: 1156 East Avenue S, Palmdale CA 93550
Contact: Daphene Cowan and/or Mria Branch
(661) 575-1021

Organizations Requesting Notification

Source: Southern California Broadcasters Association (www.scba.com)
Address: 5670 Wilshire Blvd # 1370
Contact: LaFern Watkins
(323) 904-4105

Source: All Access Music Group (www.allaccess.com)
Address: 28955 Pacific Coast Highway, Suite 210-5, Malibu CA 90265
Contact: Joel Denver
(310) 457-6616

Source: Employment Development Department
Address: 1420 West Avenue I, Lancaster CA 93534
Contact: Pete Eskis
(661) 945-5037

Source: Regional Occupational Center
Address: 1156 East Avenue S, Palmdale CA 93550
Contact: Daphene Cowan and/or Mria Branch
(661) 575-1021

Supplemental Recruitment Activities

Activity: Moorpark High School's Career Day
Date: November 20, 2008
Participating Employees: Marissa Garcia, H.R. Director
Host / Sponsor of Activity: Moorpark High School
Location: Moorpark High School
 4500 Tierra Rejada Road
 Moorpark, CA 93021

Brief Description of Activity and Station Participation:

Marissa Garcia, H.R. Director attended this Career Day event. This purpose of this event was to provide many employment opportunities to their students. They asked each employer present to provide detailed information about their company and meet with each group of classes individually for a questions and answers segment to ensure that each student would be given the opportunity to get information.

Activity: ITT Technical Institute Career Fair
Date: September 25, 2008
Participating Employees: Marissa Garcia, H.R. Director, Danny Alatorre
Host / Sponsor of Activity: ITT Technical Institute
Location: 2501 Solar Drive, Suite 150
 Oxnard, CA 93036

Brief Description of Activity and Station Participation:

High Desert Broadcasting LLC participated in a Career Fair for ITT Technical Institute. High Desert provided information to the students and graduates interested in the broadcasting industry.

Activity: 2nd Annual Rio Mesa Career Fair for freshmen
Date: April 23, 2009
Participating Employees: Marissa Garcia, H.R. Director
Host / Sponsor of Activity: Rio Mesa High School
Location: Rio Mesa High School
545 Central Avenue
Oxnard, CA 93036

Brief Description of Activity and Station Participation:

Rio Mesa High School held a 2nd Annual Career fair for freshmen in high school. This new program provides Broadcasting and other companies to provide information on how to get into the industry as well as provide information about each position they can hold at our company.

Activity: California Lutheran University – Communication Panel
Date: March 05, 2009
Participating Employees: Marissa Garcia, H.R. Director
Host / Sponsor of Activity: California Lutheran University (CLU)
Location: 60 West Olson Road #2400
Thousand Oaks, CA 91360

Brief Description of Activity and Station Participation:

The University sent an invitation to Marissa Garcia to attend an expo and sit on a panel of attendees to provide detailed information about the Radio Broadcasting industry. The students are able to ask questions about the company and the position he holds with the company.

Activity: Ventura College Job Fair
Date: April 15, 2009
Participating Employees: Marissa Garcia, H.R. Director
Host / Sponsor of Activity: Ventura College
Location: 4667 Telephone Road
Ventura, CA 93004

Brief Description of Activity and Station Participation:

Ventura College held its annual career fair, where professionals representing a variety of businesses and industries came to talk to students about what they do. Marissa Garcia participated by giving students an introduction and overview of the radio broadcasting industry, and sales in particular.

Activity: High Desert Broadcasting LLC Semi-Annual Open House
Event Date: February 05, 2009
Location: High Desert Broadcasting LLC
Time: 10:30 & 2:00 Presentations

Brief Description of Activity and Station Participation:

High Desert Broadcasting LLC held an Open House Event to educate the community about the Radio Broadcasting industry as well as providing recruitment information to many candidates or people that may have been interested in the industry as a career. There was a tour, refreshments and interviews conducted as part of the open house.

Activity: 2009 SCBA Scholarship Voting
Date: April 24, 2009
Participating Employees: Miles Sexton, President
Host/Sponsor of Activity: SCBA

Brief Description of Activity and Station Participation:

The Southern California Broadcasting Association presents a school with a Scholarship Fund to assist an individual with tuition costs. Our company participated by having our President vote for the school he thought would be suited for the scholarship. The SCBA provides 2 school options as well as an option to nominate a school of our choice.

Activity: High Desert Broadcasting LLC Internship Program
Event Date: July 2009 – Present (3 – 6 month programs)
Location: High Desert Broadcasting LLC
Time: N/A

Brief Description of Activity and Station Participation:

High Desert Broadcasting LLC has opened up internship programs to individuals that are interested in working for the radio industry. These individuals must be attending college and receiving credit for working at the station. Each intern must work in each department of the company to ensure that they have a clear understanding of what each position is with the company. It is overseen by Marissa Garcia and Chris Cox.